

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Previously presented) A system of determining customer motivations in an on-line shopping session, comprising:

means for associating a respective set of class codes with each of a plurality of product records in a database, each such product record including respective product information;

means for retrieving product information for one or more products from the database;

means for forwarding the retrieved product information to a remotely-located requestor;

means for receiving a purchase selection from the requestor for a particular product;

means for determining whether the purchased particular product is related to a current prime motivator product; and

means for incrementing in the database a derivative count for the purchased particular product or a prime motivator count associated with the purchased particular product and labeling the purchased particular product as the current prime motivator product, wherein the means for incrementing the database increments the derivative count if the purchased particular product is determined to be related to the current prime motivator product, and if not, increments the prime motivator count.

2. (Previously presented) The system of claim 1, wherein the means for determining compares a class code associated with the purchased particular product with a class code associated with the current prime motivator product.

3. (Previously presented) The system of claim 2, wherein class codes of the purchased particular product and the current prime motivator product represent fields of use for these products.

4. (Previously presented) The system of claim 2, wherein class codes of the purchased particular product and the current prime motivator product represent brands associated with these products.

5. (Original) A method of determining customer motivations in an on-line shopping session, comprising:

when a product is selected for purchase, determining whether the purchased product is related to a current prime motivator product,

if not, incrementing in a database a prime motivator count associated with the purchased product and labeling the purchased product as the current prime motivator product.

6. (Original) The method of claim 5, further comprising, if the purchased product is related to a current prime motivator product, incrementing in the database a derivative count for the purchased product.

7. (Original) The method of claim 5, wherein the determining step includes a step of comparing a class code associated with the purchased product with a class code associated with the current prime motivator product.

8. (Original) The method of claim 7, wherein class codes of the purchased product and the current prime motivator product represent fields of use for the products.

9. (Original) The method of claim 7, wherein class codes of the purchased product and the current prime motivator product represent brands associated with the products.

10. (Previously presented) A system of determining customer motivations in an on-line shopping session, comprising:

means for associating a respective set of class codes with each of a plurality of product records in a database, each such product record including respective product information;

means for retrieving product information for one or more products from the database;

means for forwarding the retrieved product information to a remotely-located requestor;

means for receiving a purchase selection from the requestor for a particular product;

means for determining whether the purchased particular product is related to any prior prime motivator product; and

means for incrementing in the database a derivative count for the purchased particular product and a prime motivator count associated with the purchased particular product and

designating the purchased particular product as a prime motivator product, wherein the means for incrementing the database increments the derivative count if the purchased particular product is determined to be related to any prior prime motivator product, and if not, increments the prime motivator count.

11. Cancelled.

12. (Previously presented) The system of claim 10, wherein the means for determining compares a class code associated with the purchased particular product with class codes associated with each prior prime motivator product.

13. (Previously presented) The system of claim 12, wherein class codes of the purchased particular product and prior prime motivator products represent fields of use for these products.

14. (Previously presented) The system of claim 12, wherein class codes of the purchased particular product and prior prime motivator products represent brands associated with these products.

15. (Currently amended) A ~~method of~~ system determining customer motivations in an on-line shopping session, comprising:

means for associating a respective set of class codes with each of a plurality of product records in a database, each such product record including respective product information;

means for retrieving product information for one or more products from the database;

means for forwarding the retrieved product information to a remotely-located requestor;

means for receiving a purchase selection from the requestor for a particular product;

means for retrieving a customer history associated with the requestor;

means for comparing the purchased particular product to subscription products identified in the customer history;

means for determining whether the purchased particular product is related to a current prime motivator product unless the purchased particular product matches a subscription product in the customer history;

means for incrementing in the database a derivative count for the purchased particular product and a prime motivator count associated with the purchased particular product and labeling the purchased particular product as the current prime motivator product, wherein the means for incrementing the database increments the derivative count if the purchased particular product is determined to be related to the current prime motivator product, and if not, increments the prime motivator count.

16. Cancelled.

17. (Previously presented) The system of claim 15, wherein the means for determining compares a class code associated with the purchased particular product with a class code associated with the current prime motivator product.

18. (Previously presented) The system of claim 17, wherein class codes of the purchased particular product and the current prime motivator product represent fields of use for these products.

19. (Previously presented) The system of claim 17, wherein class codes of the purchased particular product and the current prime motivator product represent brands associated with these products.

20. (Previously presented) A ~~method of~~ system determining customer motivations in an on-line shopping session, comprising:

means for associating a respective set of class codes with each of a plurality of product records in a database, each such product record including respective product information;

means for retrieving product information for one or more products from the database;

means for forwarding the retrieved product information to a remotely-located requestor;

means for receiving a purchase selection from the requestor for a particular product;

means for retrieving a customer history associated with the requestor;

means for comparing the purchased particular product to subscription products identified in the customer history;

means for determining whether the purchased particular product is related to any prior prime motivator product unless the purchased particular product matches a subscription product in the customer history; and

means for incrementing in the database a derivative count for the purchased particular product and a prime motivator count associated with the purchased particular product and labeling the purchased particular product as a prime motivator product, wherein the means for incrementing the database increments the derivative count if the purchased particular product is determined to be related to any current motivator product, and if not, increments the prime motivator count.

21. Cancelled.

22. (Previously presented) The system of claim 20, wherein the means for determining compares a class code associated with the purchased particular product with class codes associated with each prior prime motivator product.

23. (Previously presented) The system of claim 22, wherein class codes of the purchased particular product and prior prime motivator products represent fields of use for these products.

24. (Previously presented) The system of claim 22, wherein class codes of the purchased particular product and prior prime motivator products represent brands associated with these products.

25. (Previously presented) A system of determining customer motivations in an on-line shopping session, comprising:

means for associating a respective set of class codes with each of a plurality of product records in a database, each such product record including respective product information;

means for retrieving product information for one or more products from the database;

means for forwarding the retrieved product information to a remotely-located requestor;

means for receiving a purchase selection from the requestor for a particular product;

means for retrieving a customer history associated with the requestor;

means for comparing the purchased particular product to subscription products identified in the customer history;

means for determining whether the purchased particular product is related to any subscription product identified in the customer history unless the purchased particular product matches a subscription product in the customer history; and;

means for revising the customer history to remove the related subscription product from the customer history,

incrementing in the database a prime motivator count associated with the purchased particular product, and labeling the purchased particular product as the current prime



motivator product if the purchased particular product is related to a subscription product identified in the customer history.

26. (Previously presented) The system of claim 25, wherein the means for determining compares a class code associated with the purchased particular product with a class code associated with the subscription products.

27. (Previously presented) The system of claim 26, wherein class codes of the purchased particular product and the subscription products represent fields of use for these products.

28. (Previously presented) The system of claim 26, wherein class codes of the purchased particular product and the subscription products represent fields of use for these products.

29. (Previously presented) A system of determining customer motivations in an on-line shopping session, comprising:

means for retrieving product information for one or more products from the databased, said database including a plurality of product records having respective product information;

means for forwarding the retrieved product information to a remotely-located requestor;

means for receiving a plurality of purchase selections from the requestor for a respective particular product;

means for recording the time of the beginning of the on-line shopping session;

means for recording the time of each purchase selection throughout the on-line shopping session;

means for determining the average time between purchase selections at the conclusion of the on-line shopping session;

means for incrementing in the database a prime motivator count associated with a product of the first purchase selection at the conclusion of the on-line shopping session;

means for incrementing in the database a prime motivator count associated with a product of any other purchase selection having an incremental purchase time that is greater than the average time between purchase selections at the conclusion of the on-line shopping session; and

means for incrementing in the database a derivative count associated with products purchased in those purchase selections for all other purchase selections.

30. (Previously presented) A system of determining customer motivation in an on-line shopping session, comprising:

means for retrieving product information for one or more products from the database, said database including a plurality of product records having respective product information;

means for presenting the retrieved product information to a remotely-located requestor via a plurality of web pages;

means for receiving a plurality of purchase selections from the requestor for a respective particular product;

means for maintaining a count of web pages presented to the requestor;

means for recording the web page count associated with the purchase selection for each purchase selection received during the on-line shopping session;

means for determining the average web page count between purchase selections at the conclusion of the on-line shopping session;

means for incrementing in the database a prime motivator count associated with a product of the first purchase selection at the conclusion of the on-line shopping session;

means for incrementing in the database a prime motivator count associated with a product of any other purchase selection having an incremental web page count that is greater than the average web page count at the conclusion of the on-line shopping session; and

means for incrementing in the database a derivative count associated with products purchased in those purchase selections for all other purchase selections.